

SEP 25 1944

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

ANNOUNCEMENT

Owing to the Jewish Holiday on Wed., Sept. 27th., the CALENDAR will be one day late this week and will therefore be on your desks on Sat. morning instead of the usual Fri. morning.

WEEK ENDING SATURDAY, SEPTEMBER 23, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Register- ing	WASHINGTON SQUARE WRITING CENTER New course in practical writing and radio taught by professional writers and editors. Registration until Oct. 10. Lectures begin Wed., Oct. 18-Dec. 6, 8:00-10:00 P.M. Contact: Warren Bower, SP. 7-2000.	NEW YORK UNIVERSITY	WASHINGTON SQ. COLLEGE ROOM 211
Saturday Sept. 23 10:30 A.M.	NAMM'S "ALL GIRLS CLUB" MEETING A fashion convention for Fall will highlight this first get-together for the season. Teens' favorite clothes will be featured, modeled by club members. Guest star, Johnny Long, orchestra leader. Teen-age girls and Press invited. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	AUDITORIUM 5TH FLOOR
Saturday Sept. 23 2:30 P.M.	SUB-DEB WALK-AROUND FASHION SHOW An informal presentation of Junior Fashions. All invited. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK	JUSTEEN DEPARTMENT 4TH FLOOR

WEEK BEGINNING MONDAY, SEPTEMBER 25, 1944

Monday Sept. 25 10:00 A.M.	OPENING OF NEW CASUAL SHOP An informal fashion showing of all kinds of casual clothes from the new sports shop...dressy, daytime, and spectator sports, all selected for their easy approach to today's living. Besides Jay Thorpe's own fashions, there will be some exclusive examples of sportswear such as Izod's of London coordinated collection of skirts, blouses, suits, coats, hats, etc., and Aileen Rice. The Jay Thorpe shop, designed and decorated by Raymond Loewy, is completely modern, and provides an additional 100 feet of window space. Press and Public invited. Publicity: Murrow McCurnin, CI. 7-4300.	JAY THORPE	SALON 20-22 WEST 57TH ST.
Monday Sept. 25 1:00 P.M. Luncheon	READY-TO-WEAR FALL FASHIONS Mrs. Pleasants Pennington presents her Fall collection of ready-to-wear fashions including daytime dresses, suits and evening clothes. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Mrs. Pennington, PL. 8-2460. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	CHEZ ROSETTE (10 E. 56 ST.)	ST. REGIS HOTEL ROOF GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 25 4:00 P.M.	"OLD IDEAS NEVER DIE" EXHIBIT Historic looms and hand-woven and hand-blocked textiles from primitive times in Peru to the 18th Century are on exhibit in America House under the direction of M.D.C. Crawford of Fairchild Publications and Mrs. Michelle Murphy of the Brooklyn Museum. Also on display at America House is an exhibit of contemporary hand-woven and hand-blocked textiles. Exhibit closes Oct. 21. Publicity: Aileen Webb, Frances Wright, PL. 3-0839.	AMERICA HOUSE	GALLERY 485 MADISON AVENUE
Monday Sept. 25	EXHIBIT: OIL AND WATER COLOR PAINTINGS All these pictures deal with scenes and landscapes from Hudson Valley, including florals and still life. Press and Public invited. Publicity: Karen Hollis, VO. 5-5900.	19 ARTISTS OF THE HUDSON VALLEY ART ASSOCIATION	BLOOMINGDALE'S 4TH FLOOR
Monday Sept. 25	REGISTRATION IN ALL DEPARTMENTS Traphagen School of Fashion announces the opening of its Fall term in all departments, including Fashion Design & Illustration, Draping, Pattern-making, Dressmaking; Textile Design; Window Display; Interior Decoration; Fashion Journalism. Classes Day, Evening, and Saturday. For further information, Contact: Dorothy Tyroler, Registrar, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Monday Sept. 25 8:30 P.M.	PREVIEW: FILM, "GREENWICH VILLAGE" The first time a N. Y. store is the scene of a picture preview. A "Miss Greenwich Village" will be selected in conjunction with the event and will be given a \$100 War Bond. Publicity: M. D. Carman, GR. 7-8000.	20TH CENTURY FOX FILMS AND HEARN DEPT. STORE	HEARN'S AUDITORIUM
Monday Sept. 25	RESORT, SPORTSWEAR & PLAY CLOTHES MARKET	ASSOCIATED APPAREL MFRS. OF LOS ANGELES	LOS ANGELES CALIFORNIA
Monday Sept. 25	"SWIM FOR HEALTH WEEK" MODEL COMPETITION In a drive to continue the wartime retail policy of selling beachwear and bathing suits at full prices through Aug., the annual Swim for Health campaign is launching a Swim for Health Week and Contest, next June 25-30. Models competing for the title will be selected Sept. 25th at Hotel Lexington. Two official posters will be distributed to stores, Y's, pools and schools. A national bathing suit publicity committee will sponsor a nationwide display contest as well as a retailers' newspaper advertising contest in June. Awards total \$1000. Contact: Martin Stern, VA. 6-0543.	SWIM SUIT COMMITTEE	ALL OVER THE COUNTRY
Monday Sept. 25	THE EIGHTH CLASS ENTERS The final entering Tobé-Coburn class for the year, making the largest total enrollment in the school's history, begins Monday. Additional classrooms, library, and lounge space have had to be leased to house the extended 20 months' course for girls just out of high school, now given at this school. Contact: Tobé-Coburn School for Fashion Careers, PL. 3-0773.	TOBÉ-COBURN SCHOOL FOR FASHION CAREERS	ONE WEST 57TH STREET
Monday Sept. 25, Sept. 26 4:00 P.M.	FABRIC FASHIONS FOR THE TEEN-AGER Mary Hyatt, McCall stylist, will offer tricks of "Mix, Match, Multiply, and Color Magic" to teen-agers interested in sewing. Sewing school teachers, students and press invited. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 25- Sept. 27 8:30 A.M.	GUEST STARS ON RADIO PROGRAM On Monday, Sept. 25th, Max Bachrach, furrier, will give valuable tips on selecting furs. On the following day, Dr. Kurt Wimmer, authority on perfume, will explain how that product is made and identified. And on the 27th, Helene Garnell will be interviewed about her new book, "It's Fun to Make a Hat." Contact: Muriel Kayhill, CI. 7-5700.	NANCY CRAIG'S "WOMAN OF TOMORROW"	WJZ...780 ON THE DIAL
Tuesday Sept. 26 9:30 A.M. Breakfast	PRESS PREVIEW: FABRIC FASHIONS Catoir, specialists in yarn dyed fabrics for the past 55 years, present new achievements in synthetic fabrics. Madame Paule Madoc of Catoir will announce these developments to members of the Fashion Press at Breakfast. Attendance by invitation. Publicity: Anna T. Moore, ST. 9-6000.	CATOIR SILK CO.	SALON 444 MADISON AVENUE
Tuesday Sept. 26 2:00 P.M.- 6:00 P.M.	PRESS PREVIEW: AMERICAN BATTLE PAINTINGS Including scenes from American battles since 1776 through World War #1. Open to public, Sept. 27-Nov. 12. Publ.: Sarah Newmayer, CI. 5-8900.	MUSEUM OF MODERN ART	GALLERY 11 WEST 53RD STREET
Tuesday Sept. 26 5:00 P.M.	"PARADISE PINK" PRESS PARTY Coordinated makeup and fashion presentation to introduce "Paradise Pink", Elizabeth Arden's newest lipstick color and dramatic makeup. Press by invitation only. Publicity: Elizabeth Fenton, PL. 3-3410.	ELIZABETH ARDEN	SALON 691 FIFTH AVENUE
Beginning Tuesday Sept. 26	12 SCHOLARSHIPS--ONE YEAR'S FREE TUITION 12 scholarships leading to the degree of Master of Retailing will be given to residents of N. Y., Westchester, N. J., and Nassau. Winners will be given practical work in stores at 60¢ an hour, in addition to classroom sessions. Contact: N.Y.U., School of Retailing, Washington, Sq., N. Y.	NEW YORK UNIVERSITY SCHOOL OF RETAILING	WASHINGTON SQUARE NEW YORK
Sept. 27	JEWISH DAY OF ATONEMENT (MARKET CLOSED).		
Wednesday Sept. 27 1:00 P.M. Luncheon	FALL FUR FASHION PRESENTATION A fascinating collection of fur-fashions for Fall and Winter. Open to public. Press by invitation. Luncheon a la carte. Contact: Winsome Davis, PL. 8-0221. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	DEIN BACHER OF THE WALDORF	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Wednesday Sept. 27 3:30 P.M.	PRESS PREVIEW: MADE- TO-ORDER COLLECTION A presentation of 18 new Fall ensembles and millinery. Press, strictly by invitation. Contact: Zoé de Salle, PL. 3-0396.	ZOÉ DE SALLE	SALON 18 EAST 53RD STREET
Thursday Sept. 28 12:30 P.M.- 6:30 P.M.	HOME SEWING LESSONS Every 2 hours from 12:30 P.M. on, Macy's stylists will discuss Fall fashions from the point of view of fabric selection, sewing, and use of Patterns. This Friday, there will be a lecture related to Butterick Styles and on Oct. 5th, Advance Patterns will be linked to Macy's fabrics. Dressmakers, Press and Public invited. Contact: Dorothy De Groat, CH. 4-2000.	R.H. MACY & CO., INC.	DRESSMAKING CENTER 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 28 1:00 P.M. Luncheon	LUNCHEON-FASHION SHOWING Theme and details of show later. Open to public. Press by invitation. Luncheon from \$2. Saks Publicity: Eleanor Lambert, PL. 5-8580. Plaza Publicity: Alma Zaiss, PL. 3-1740.	SAKS 5TH AVENUE	PLAZA ROOM PERSIAN ROOM
Thursday Sept. 28 3:00 P.M.- 5:00 P.M.	PRESS PREVIEW: COSTUME JEWELRY COLLECTION For the first time since the beginning of the war, Castlecliff presents its 1st big jewelry collection. Hitherto, metal has been scarce and unobtain- able. Press by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	CASTLECLIFF	SALON 366 FIFTH AVENUE
Thursday Sept. 28 5:00 P.M.	BENEFIT COCKTAIL PARTY AND FASHION SHOW A gala fashion presentation including hats and furs by Mme. Reine and Jewels by John Rubel, all for the benefit of the 1945 Red Cross War Fund. Commentator, Maud Moody, millinery fashion editor of Women's Wear Daily. Door prizes of Mme. Reine's hats and beauty preparations. Refreshments. Admission \$5. Press and public invited. Publicity: Emily Oppa, PL. 3-0942.	MADAME REINE	SALON 4 EAST 57TH STREET
Thursday Sept. 28- Jan. 25/45 8:00 P.M.- 9:45 P.M.	CLINIC FOR WOMEN WHO WANT TO WRITE Courses to teach women how to write about food, fashions, and home economics. Outstanding writers in each field will give the course. Registration until Sept. 28. Fee, \$30. Contact: Warren Bower, SP. 7-2000.	NEW YORK UNIVERSITY	WASHINGTON SQ. COLLEGE ROOM 211
Friday Sept. 29	COORDINATED TELEVISION SHOW A general fashion show to help determine possibilities of television selling will be presented. Participating will be Carter Underwear, McCall Patterns, Elizabeth Arden, Textron, and U. S. Time Corp. Store owners, publicity directors, and mdse. mgrs. of A.M.C. stores, will attend. Contact: Irene Bender, PE. 6-9800.	A. M. C. AND GENERAL ELECTRIC	GEN. ELECTRIC OFFICE SCHENECTADY, N. Y.
Around Oct. 1	FALL DEMONSTRATION OF ARALAC	ARALAC, INC. AND McCALL PATTERN CO.	STORE PIECE GOODS DEPARTMENTS
First Week in October	PRESS OPENING OF NEW CHILDREN'S DEPARTMENT A Press cocktail party and Fashion Show of children's hand made dresses. Also, Jensen's famous silver jewelry. Attendance by invitation. Public- ity: Rosemary Sheehan, CO. 5-3147.	GEORG JENSEN	667 5TH AVENUE 3RD FLOOR
Sunday Oct. 1	INTRODUCING: "DEVASTAT- ING FASHIONS" A complete, coordinated promotion, "Devastating Fashions", introduced by Muriel Johnstone with the cooperation of Capri and David Crystal, fashions; Enka Rayon, fabrics; Coro, jewelry; Martin Schoen, hats; Wear-Right, gloves; and Echo, scarfs, to be sold exclusively to 1 store in each city. The Oct. fashion magazines will introduce "Devastating Fashions" in their advertis- ing and editorials, together with Anjou's "Devastating" perfume. Contact: Muriel Johnstone, CI. 5-7880.	MURIEL JOHNSTONE AND ASSOCIATED MFRS.	OCT. 1-VOGUE, HARPER'S BAZAAR, TOWN & COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Month of October	COAST-TO-COAST TOUR FOR "MISS AMERICA" "Miss America", sponsored by Lux Soap, and wearing costumes designed from Butterick patterns, will be accompanied by a Tussy beauty counselor, a Lux fashionist and a publicity agent. Her tour includes the selling of War Bonds. To book her for your store, contact: H. B. Titcomb, Lever Bros., 50 Memorial Drive, Cambridge, Mass.	LEVER BROTHERS	35 LEADING DEPART- MENT STORES
Sunday Oct. 1- Oct. 4	SPRING SHOWING OF SHOE MFRS. LINES More than 300 shoe mfrs. will show their lines in this 13th annual series of spring exhibits. Coast to coast shoe buyers expected to attend.	"THE VICTORY SHOW" EXHIBITORS	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Monday Oct. 2 1:00 P.M. Luncheon	FALL & WINTER FASHION SHOWING OF FURS Furs for daytime and evening, some of them original Harra designs. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Kay Merrill, VO. 6-3535. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	S. HARRA (17 W. 57 ST.)	ST. REGIS HOTEL ROOF GARDEN
Tuesday Oct. 3 11:30 A.M.	STUDIO ANNI- VERSARY PARTY A party to celebrate Tobé's first anniversary on the air for Bloomingdale's. Guests of honor include the winners of 2 contests now being conducted among Tobé's listeners. To attend, write to WOR for tickets. Publicity: Karen Hollis, VO. 5-5900.	TOBÉ AND BLOOMINGDALE'S	WOR 1440 B'WAY
Tuesday Oct. 3 1:00 P.M. Luncheon	FIRST FALL MILLI- NERY LUNCHEON The usual dramatic Florell presentation at this first Fall hat showing. Press invited. Open to public. Luncheon a la carte. Walter Florell Publ.: Mr. Frederick, PL. 5-0895. Ritz: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53 ST.)	RITZ CARLTON OVAL ROOM
Wednesday Oct. 4 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON Presenting the second collection of new Fall fashions, including dresses, suits, coats, etc. Open to Public. Press by invitation. Luncheon a la carte. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	THE TAILORED WOMAN	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Beginning Wednesday Oct. 4 1:00 P.M. Luncheon	SERIES OF WEEKLY LUNCH- EON FASHION SHOWS Resuming weekly luncheon fashion shows which were abandoned when the war broke out, Viola Shefer will supervise the new Cotillion Room series. Sponsor of the Oct. 4th show is listed below. To exhibit, contact: Viola Shefer, PL. 3-2117.	SUPERVISED BY VIOLA SHEFER	PIERRE HOTEL COTILLION ROOM
Wednesday Oct. 4 1:00 P.M. Luncheon	CUSTOM-MADE FUR FASHIONS This first Cotillion Room presentation will be a de luxe fashion show of custom-made furs by Jackel's, with custom-made hats and accessories by John Frederics. Open to Public. Press by invitation. Luncheon a la carte. Publicity: Viola Shefer, PL. 3-2117.	JAECKEL'S	PIERRE HOTEL COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 4- Dec. 12	NEW FASHION TRAIN- ING COURSE The fifth annual course, called "Introduction to Careers in Fashion", sponsored by the Fashion Group, Inc., and presenting the "know how" and "how to" of fashion careers. It consists of ten two-hour sessions from 7:30-9:30 P.M. with three key speakers at each session. These include top ranking experts in every phase of fashion creation and merchandising, including selling, fabrics, public relations, advertising, radio, and publications. Tuition fee for the series is \$15, or \$2 for each individual lecture. Early registration is suggested because of limited lecture room space. For further information, contact: Fashion Group, CI. 7-1734.	THE FASHION GROUP, INC.	THE BARBIZON LEXINGTON AT 63RD ST.
Thursday Oct. 5 1:00 P.M. Luncheon	BRIDAL FASHION SHOW The very latest Fall Bridal fashions from the new Bridal Salon will be featured with diamond jewels by Cartier. Open to Public. Press by invitation. Luncheon a la carte. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	DE PINNA	RITZ CARLTON HOTEL OVAL ROOM
Thursday Oct. 5 5:00 P.M. Cocktails	PRESS PREVIEW: RESORT & EARLY SPRING FASHIONS Introducing "Blackfriar Kindreds", new coordinated fashions in women's sportswear. Press by invitation. Publicity: Gladys Steiner, MU. 3-1267.	LOUIS GEIGER, INC.	1384 BROADWAY 8TH FLOOR
Saturday Oct. 7- Oct. 14 11:00 A.M.- 6:00 P.M.	6TH ANNUAL AMERICAN DOLL SHOW This exhibit includes rare, unique, colorful dolls, both antique and modern, from the private collections of doll collectors in all parts of the U.S.A. Press and public invited, free. Publicity: Helen Denson, LE. 2-3488.	AMERICAN HOBBY FEDERATION	HEARN DEPARTMENT STORE AUDITORIUM, 5TH FLOOR
Monday Oct. 9	OPENING OF SPRING LINES	ST. LOUIS FASHION CREATORS	INDIVIDUAL ST. LOUIS SHOWROOMS
Monday Oct. 9	SPRING OPENING OF DRESS AND SUIT DIV.	CHICAGO FASHION INDUSTRY	INDIVIDUAL CHICAGO SHOWROOMS
Oct. 9-14	WEEK OF PRESIDENTIAL ELECTION. DON'T FAIL TO REGISTER!		
Beginning Monday Oct. 9, Through November	SPRING SHOWINGS OF QUALITY LINES Sportswear Guild houses are holding their showings the week of Oct. 9th. Coat and suit showings are in the week of Oct. 16th, and better dresses are holding their openings the week of Oct. 23rd. This means that out-of-town buyers will be swarming to New York from the 2nd week of Oct. through to early Nov. This Fall's apparel openings are earlier than last year's in order to facilitate timely deliveries. Members of the Sportswear Guild who will show their lines, include:	NEW YORK QUALITY MANUFACTURERS	INDIVIDUAL NEW YORK SHOWROOMS
	ADLER & ADLER DAVIDOW DAVID M. GOODSTEIN	KANE-WEILL MUTUAL-ROSENBLOOM CHARLES W. NUDELMAN	ZOLTAN ROSENBERG SPORT-CRAFT STAR-MAID DRESSES
Tuesday Oct. 10 1:00 P.M. Luncheon	LUNCHEON- FASHION SHOW Details later. Open to public. Press invited. Luncheon a la carte. Jonai Publ.: Rosemary Sheehan, CO. 5-3147. Ritz: Marion Morrison, PL. 3-4600.	JONAI	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 10 4:00 P.M.- 7:00 P.M.	DEBUT OF "HOUSE OF FORET" Presenting in pantomime a new discovery in head to toe grooming. Press by invitation only. Publicity: A. Gail, CI. 7-3795.	YVONNE CONSTANCE & MIKE TUELLE	SALON 150 EAST 55TH ST.
Wednesday Oct. 11 1:00 P.M. Luncheon	MISSES "DRESS UP" FASHION SHOWING A dramatic fall collection of misses "dress-up" clothes. Open to public. Press by invitation. Luncheon a la carte. Publ.: Viola Shefer, PL. 3-2117.	JANE ENGEL (1025 MADISON AVE.)	PIERRE HOTEL COTILLION ROOM
Wednesday Oct. 11 1:00 P.M. Luncheon	TEEN-AGE FALL FASHIONS AT LUNCHEON Featuring Betty Betz Teen-age Fall ensembles...dresses, suits, coats, Mother-Daughter Fashions, and clothes for the toddler. Open to public. Press by invitation. Luncheon a la carte. Lanz Publicity: Miss Herta, PL. 3-3800. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	LANZ 5TH AVENUE	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 11 4:30 P.M.	HAIRDRESSING COCKTAIL PARTY This style-conscious hairdresser will show new coiffures for Fall and Winter, as well as newest developments in permanent waves. Special emphasis on convertible coiffures. Press by invitation. Publ.: Bernord Az Guro, WI. 2-1757.	BERNORD AZ GURO	SALON 441 MADISON AVENUE
Thursday Oct. 12 1:00 P.M. Luncheon	FALL AND WINTER FASHION PRESENTATION Details later. Open to public. Press by invitation. Luncheon from \$2. Macy Pub.: Kay Inglis Jones, CH. 4-2000. Plaza: Alma Zaiss, PL. 3-1740.	R.H. MACY & CO., INC.	PLAZA HOTEL PERSIAN ROOM
Saturday Oct. 14 9:00 A.M.- 5:45 P.M.	MODERN MISS MERRY-GO-ROUND Miss Joan Finlay of Simplicity Pattern Co. and an expert on high school etiquette, will give a joint session on clothes as well as high school manners. Five girls from the A & S Hi-School Fashion Board will model. Press and public invited. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	FABRIC DEPARTMENT STREET FLOOR, WEST
Monday Oct. 16	SPRING LINES OF BEACH, BATHING & PLAY CLOTHES Contact: Sam Annis, Beachwear Guild, Nat'l Knitted Outerwear Association.	BEACHWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
Monday Oct. 16 1:00 P.M. Luncheon	LUNCHEON- FASHION SHOW Knize will present beautifully tailored custom-made suits and accessories. Open to public, press by invitation. Luncheon from \$1.85. Contact: Mr. Knize, PL. 3-2987. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	KNIZE (20 E. 56 ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Oct. 16 4:30 P.M.	NEW FALL AND WINTER MILLINERY SHOWING An informal showing of the Fall collection of custom-made hats, including fur hats, evening and daytime styles. Press by invitation. Contact: Mary Goodfellow, RE. 4-6666.	MARY GOODFELLOW	SALON 23 $\frac{1}{2}$ EAST 61ST STREET
Monday Oct. 16	PRE-SPRING DALLAS MARKET	AMERICAN FASHION ASSN. & NATIONAL FASHION EXHIBITORS	DALLAS FASHION AND SPORTSWEAR CENTER

Note: Dallas fashion events are attracting increasing attention throughout the country.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 17 1:00 P.M. Luncheon	FALL FUR FASHION PRESENTATION Details later. Open to public. Press by invitation. Luncheon a la carte. Contact: Phil Levy, PL. 3-0857. Ritz Publ.: Marion Morrison, PL. 3-4600.	ESTHER DOROTHY (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Oct. 18 1:00 P.M. Luncheon	WINTER FASHIONS AT LUNCHEON SHOWING A collection of Fall and Winter dresses, suits, gowns, etc. Open to public. Press by invitation. Luncheon a la carte. Russeks Publicity: Beatrice Castle, WI. 7-1900. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	RUSSEKS 5TH AVENUE	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 18 1:00 P.M. Luncheon	FASHION SHOW OF FUR ORIGINALS Advance collection of custom-made fur models. Open to public. Press by invitation. Luncheon a la carte. Publicity: Viola Shefer, PL. 3-2117.	ALFRED RAINER (17 E. 55TH ST.)	PIERRE HOTEL COTILLION ROOM
Wednesday Oct. 18	EXHIBIT: PEASANT AND TRADITIONAL COSTUMES	LEE SIMONSON AND MET. MUSEUM OF ART	5TH AVE. AT 82ND ST. GALLERY 18-2ND FLOOR
Wednesday Oct. 18	EXHIBIT: EUROPEAN TEX- TILES WOVEN & EMBROIDERED	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. GALLERIES 15, 16-2ND FL.
Thursday Oct. 19 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON A collection of new Fall fashions for day and evening. Open to Public. Press by invitation. Luncheon a la carte. Franklin Simon Publ.: Mrs. Cann, WI. 7-9600. Ritz Publ.: Marion Morrison, PL. 3-4600.	FRANKLIN SIMON	RITZ CARLTON HOTEL OVAL ROOM
Thursday Oct. 19 1:00 P.M. Luncheon	FASHION SHOW OF TOWN ENSEMBLES Featuring new daytime and dinner costumes for Winter in town. Open to pub- lic. Press by invitation. Luncheon \$2.00. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Plaza Publicity: Alma Zaiss, PL. 3-1740.	DE PINNA	PLAZA HOTEL PERSIAN ROOM
Friday Oct. 20	NEWSSTAND DATE: CHARM'S <u>BEAUTY AND THE BRIDE</u> ISSUE Contact: Miss Tucker, MU. 3-8910.		122 EAST 42ND STREET
Monday Oct. 23 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOWING The public and press are invited to view Braagaard's Hats while lunching at the St. Regis. Luncheon from \$1.85. Press by invitation. Braagaard Publ.: Rosemary Sheehan, CO. 5-3147. St. Regis Publ.: Mary Alice Rice, PL. 3-4500.	BRAAGAARD	ST. REGIS HOTEL ROOF
Monday October 23	SPRING COLLECTIONS OF FASHION ORIGINATORS There will be only one Spring showing during the entire season. No supple- mentary resort or late Spring collection is planned now, according to the Foga policy. Contact: Leonard Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS GUILD OF AMERICA (FOGA)	INDIVIDUAL NEW YORK SHOWROOMS
Tuesday Oct. 24 1:00 P.M. Luncheon	MILLINERY FASHION PRESENTATION An exciting collection of Winter and Resort hats. Open to public. Press by invitation. Luncheon a la carte. Contact: Mme. Pauline, EL. 5-9539. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MME. PAULINE (6 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 26 1:00 P.M. Luncheon	"NECESSARIES" FOR FALL AND WINTER Presenting Arpad's exciting "Necessaries": belts, head gear and other novel- ties. Open to public. Press by invitation. Luncheon a la carte. Arpad Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	ARPAD	RITZ CARLTON HOTEL OVAL ROOM
Thursday Oct. 26 1:00 P.M. Luncheon	FALL & WINTER FASHION PRESENTATION Daytime, cocktail, and evening ensembles will be shown. Open to public. Press by invitation. Luncheon from \$2. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Plaza Publicity: Alma Zaiss, PL. 3-1740.	MILGRIM'S (6 W. 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
Monday Oct. 30 1:00 P.M. Luncheon	NEW FALL FASHIONS AT LUNCHEON SHOWING A collection of new Fall ready-to-wear including dresses, suits, and hats for daytime and evening. Furs by Fromm. Open to public. Press by in- vitation. Luncheon from \$1.85. Publ.: Mary Alice Rice, PL. 3-4500.	MME. ET LA JEUNE FILLE (30 EAST 54TH STREET)	ST. REGIS HOTEL IRIDIUM ROOM
Sunday Oct. 29- Nov. 2	CHICAGO SHOE SHOW In addition to showing new lines, the purpose of this Industry Post War Conference & Market Week is to inform shoe mfrs. and retailers of the avail- ability of civilian goods and keep them posted on all new developments in the shoe manufacturing and retailing fields.	NATIONAL SHOE FAIR	MORRISON HOTEL CHICAGO, ILLINOIS
Tuesday Oct. 31 3:00 P.M.	PRESS PREVIEW OF "NATURA" FABRICS A Fashion Show and cocktail party to introduce Natura Fabrics, an exciting new fabric development incorporating the use of mink, muskrat, and other fine fur fibers blended with wool and rayon yarn. Natura Fabrics will be shown in fashions by David Goodstein, featured by Bonwit Teller. Press by invitation. Publicity: Lois Reicher, BR. 9-9350.	UNIQUE FIBERS CORP.	WALDORF ASTORIA HOTEL PALM ROOM
Opening In Nov.	RETAIL DISPLAY CONTEST FOR 6TH WAR LOAN DRIVE Over \$100,000 in War Bond prizes will be given for best store windows dur- ing the 6th War Loan Drive. Department stores are participating in this event to dramatize the drive whose symbol is a bomb about to strike a Japanese flag. Contact: Ralph Adler, President, Nat'l Ass'n of Display Industries, LO. 5-0677.	U. S. TREASURY DEPT. & WAR ADVERTISING COUNCIL	ALL OVER THE COUNTRY
Wednesday Nov. 1 1:00 P.M. Luncheon	WINTER FASHIONS SHOWN AT LUNCHEON A group of the most attractive winter season fashions in dressy, street and sports clothes will be shown at this luncheon exhibit. Open to public. Press by invitation. Luncheon a la carte. Milgrim Publicity: Ruth Waltz, PL. 7-7200. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	MILGRIM'S	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Nov. 1	ANNUAL MEETING	PACKAGING INSTITUTE INCORPORATED	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Thursday Nov. 9 1:00 P.M.	FASHIONS IN JEWELRY AT LUNCHEON SHOWING Press, strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	JOHN RUBEL (777 5TH AVE.)	PLAZA HOTEL 5TH AVE. AT 59TH ST.

MUSIC... THEATRES... MOVIES... NIGHT SPOTS

- Wednesday...PREMIERE: "GREENWICH VILLAGE" (Movie) ROXY THEATRE 7TH AVE. AT 50TH STREET
 Sept. 27 A 20th Century Fox film starring Vivian Blaine, Don Ameche, Carmen Miranda, William Bendix, and the De Marcos. A musical about night life in the village in the 1900's. Costumes, Yvonne Wood. Publicity: Jeannette Sawyer, CI. 6-0950.
- Wednesday...OPENING: "BLOOMER GIRL" BROADHURST THEATRE, 235 W. 44TH ST.
 Sept. 27 This is John C. Wilson's new musical with Celeste Holm in the leading role
 8:40 P.M. and a distinguished musical cast. Music by Harold Arlen, lyrics by E. Y. Harburg. Choreographer, Agnes DeMille; settings, Lemuel Ayers, and costumes, Miles White. Publicity: Willard Keefe, CI. 7-5282.
- Wednesday...PREMIERE: "BARBARY COAST GENT" (Movie) GLOBE THEATRE, 1555 BROADWAY
 Sept. 27 An MGM picture starring Wallace Beery, Frances Rafferty, and Binnie Barnes. Picture deals with the Barbary Coast in 1880. Costumes, Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Wednesday...PREMIERE: "MAIZIE GOES TO RENO" (Movie) LOEW'S STATE, B'WAY AT 45TH STREET
 Sept. 27 An MGM comedy starring Ann Sothern and John Hodiak. Costumes, Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Thursday...PREMIERE: "THE SEVENTH CROSS" (Movie) CAPITOL THEATRE, B'WAY AT 50TH STREET
 Sept. 28 An MGM picture starring Spencer Tracy and Signe Hasso. Picture has to do with escape of German prisoners from concentration camps. Costumes, Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Monday.....OPENING: "OUR FANNY" CORT THEATRE, 138 WEST 48TH STREET
 Oct. 2 A farce by Harry Segall, produced by Robert Reud. Cast includes J. C. Nugent, Marjorie Lord, John Archer, and others. Settings by Frederick Fox. Publicity: Richard Maney, WI. 7-6939.
- Tuesday.....OPENING: "MEN TO THE SEA" THEATRE TO BE DECIDED
 Oct. 3 A stirring drama about the Navy, starring Jimmy Elliott, Diane DeBrett, and Frank Etherton. Directed by Eddie Dowling. Publicity: Bernard Simon, LO. 5-2641.
- Wednesday...ANNUAL CHAMPIONSHIP RODEO, MADISON SQUARE GARDEN, 8TH AVE. AT 50TH ST.
 Oct. 4- There will be 40 performances all told, with matinees Fri., Sat., Sun. and
 Oct. 29 Columbus Day. Contact: Frank Moore, Rodeo Mgr., Madison Square Garden, CO. 5-6800.
- Monday.....OPENING: "SOLDIER'S WIFE" THEATRE TO BE DECIDED
 Oct. 4 The new Rose Franken comedy produced by William Meloney. Cast includes
 8:40 P.M. Martha Scott, Myron McCormick, Frieda Inescourt, Glenn Anders, and others. Clothes supervision, Bianca Stroeck. Publicity: Fred Spooner, CI. 6-5750.
- Thursday...PREMIERE: "SUMMER STORM" (Movie) GOTHAM THEATRE, 47TH ST. AT B'WAY
 Oct. 5 A United Artist's picture starring George Sanders and Linda Darnell. A modern version of Chekov's "The Shooting Party". Costumes: Max Pretzfelder. Publicity: James Dunn, BR. 9-7300.
- Sunday.....4-WEEK SEASON, BALLET THEATRE, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
 Oct. 8 For the gala opening, David Lichine has a new production of "Graduation Ball". On Oct. 11, the N.Y. premiere of Ballanchine's "Waltz Academy", with new costumes which will serve as inspiration to the fashion business, by Doboujinsky. Publicity: Gerald Goode, PL. 3-0820.
- Monday.....1ST N.Y.C. SYMPHONY CONCERT, CITY CENTER OF MUSIC & DRAMA, 131 WEST 55 ST.
 Oct. 9 Directed by Leopold Stokowski, the City Center concerts get under way for
 8:30 P.M. the 2nd season with a new series beginning Mon., Oct. 9th and continuing through the fall. These concerts will be given in a series of Mon. afternoons and Tues. evenings and are offered to the public at special subscription rates from \$9 for the series down to 90¢ per ticket. Publicity: Jean Dalrymple, MU. 5-3114.